



CONNECT COMMUNITIES

Village of Butler
21 June 2016

TODAY'S AGENDA



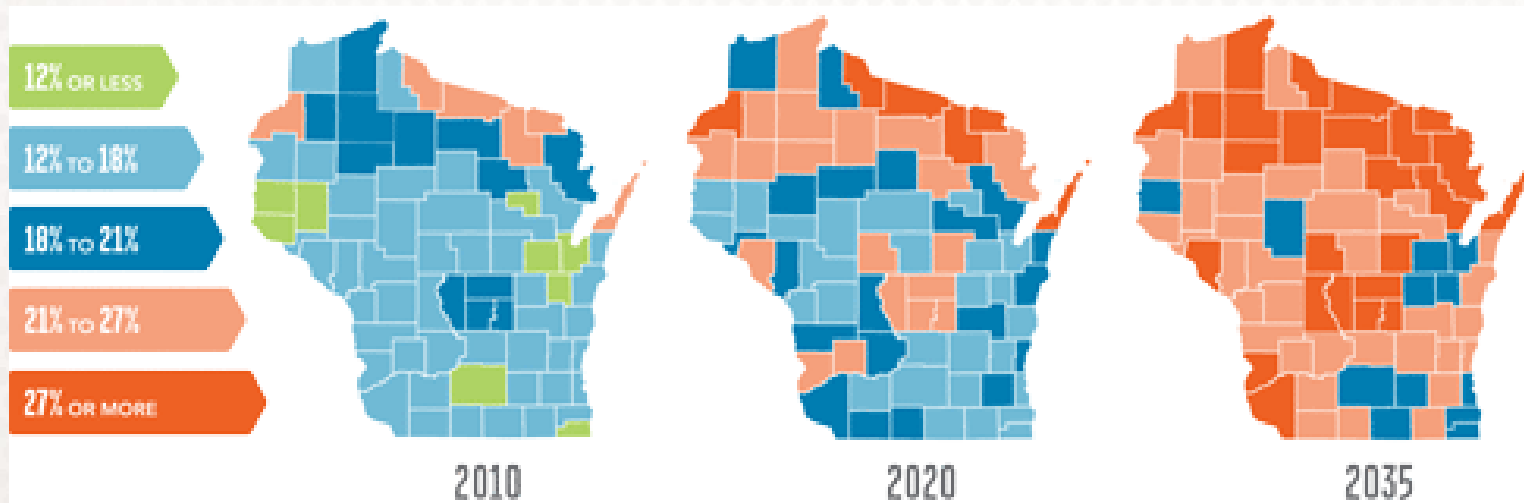
- Why revitalization is important (Why are we here?)
- What are Connect Communities?
- Who can benefit?
- How to apply.



REVITALIZATION TRENDS



- Aging population requires walkable & accessible amenities
 - Wisconsin 65+ population will double by 2040
- Rental housing demand is increasing at a faster rate than homeownership and is easier to develop in urban areas
 - 40% of urban units in WI are dedicated to renters, vs. 60% of non-commercial district units



% of Population 65 or older

Source: Wisconsin Department of Health Services Division of Long Term Care



REVITALIZATION TRENDS

- Revitalization requires no new infrastructure or road investment by municipalities, reducing strain on limited budgets

- An empty storefront costs a community an average of \$76,000 in lost economic activity

Worker Spending, \$5,400

Residential
Spending,
\$18,000

Local Business
Spending, \$24,600

Utilities, \$4,700

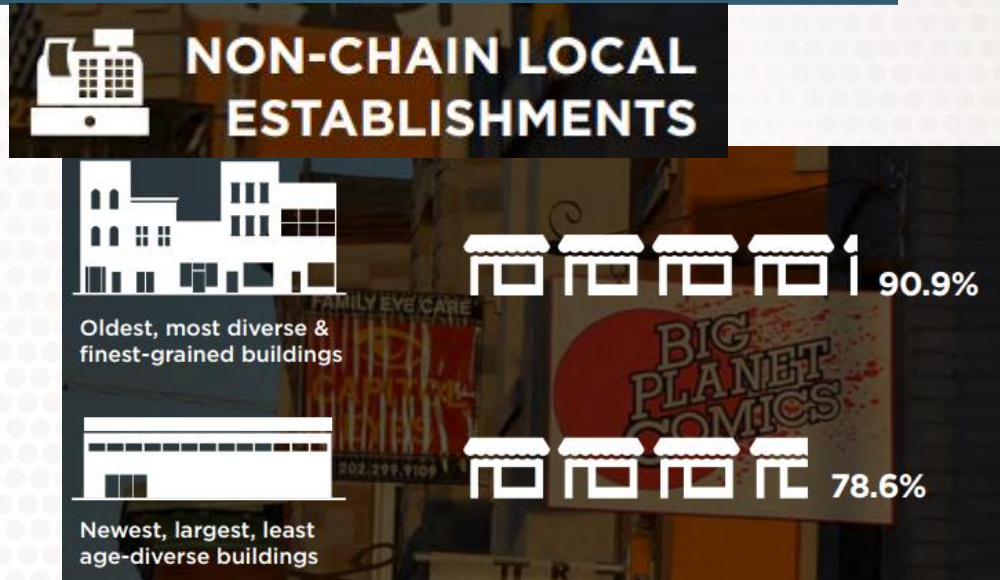
Property & Sales Tax, \$15,000

Adjacent Building Impact, \$2,000

IMPORTANCE OF REVITALIZATION



- Historic districts provide affordable space for entrepreneurs & culture
 - Areas with older, smaller buildings have greater business & job density, more locally owned businesses and increased evening/weekend activity.
- A central place for residents of all ages to meet and mingle.
 - 17% of all WI residents live within ½ mile of a downtown, and 70% of residents in communities of less than 2,500
 - The Millennial generation increasingly prefers to live and work in walkable communities.



IMPORTANCE OF REVITALIZATION

- “This younger generation has grown up surrounded by historic buildings that continue to be used, either for their original purpose or in a creative and adaptive new use...Today, people may live in a school, work in a warehouse, eat in an old gas station, buy art in what was once a church, and attend a lecture in a former movie theater.”

Alison Blanton, Hill Studio, Roanoke, VA



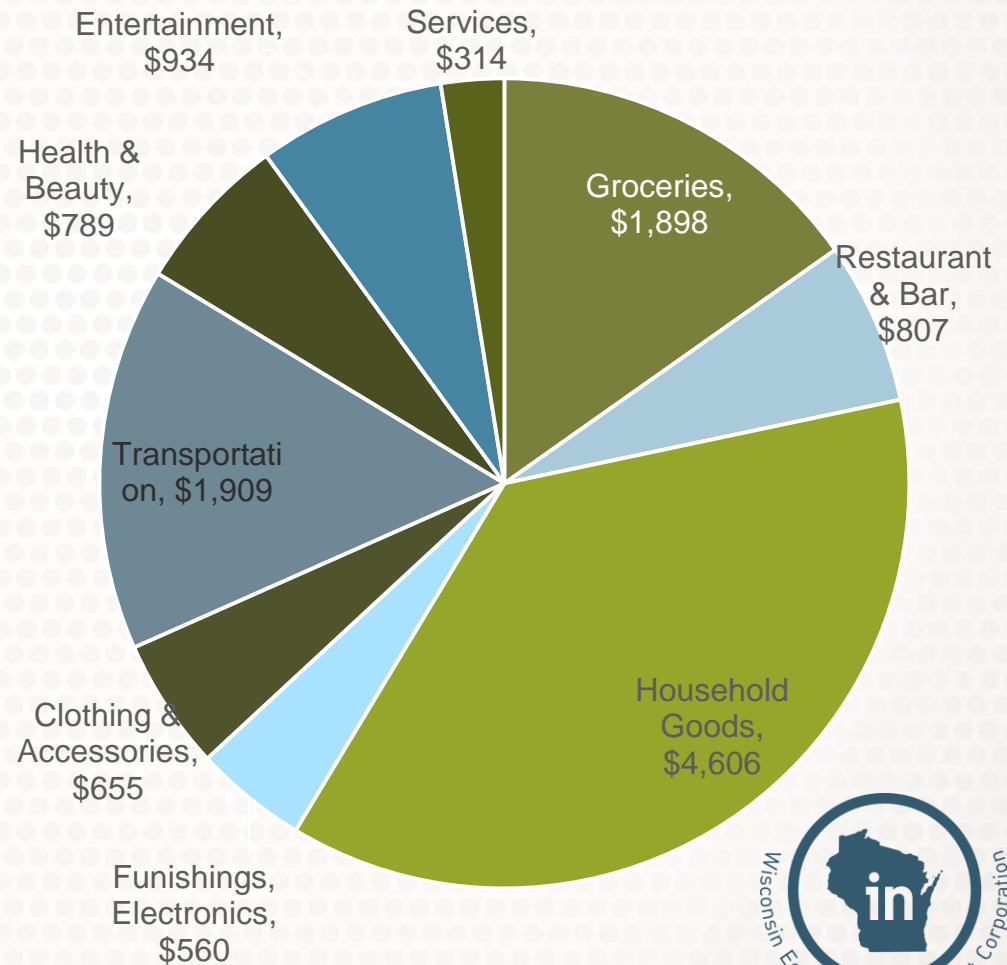
IMPORTANCE OF REVITALIZATION



➤ Increased customer demand for small/local businesses

- Customers within walking distance of a business visit 200% more often.
- A filled upper floor residential unit adds an average of \$9,000 in customer demand to the immediate area and \$13,000 in total non-housing spending. A new business with 2 employees generates \$3,500 in annual customer demand.

Average Upper Floor HH Spending



MAIN STREET APPROACH

- Comprehensive (no quick fixes)
- Grass Roots (it's everyone's downtown)
- Volunteer Based (that means YOU)
- Public-Private Partnership
- Historic Preservation Focused



National Trust for
Historic Preservation

Main Street



**MAIN STREET
AMERICA™**



THE FOUR POINTS



➤ Organization

- Attract and retain people and financial support.



➤ Promotion

- Increase awareness of program and the district.



➤ Economic Development

- Support business and economic growth.

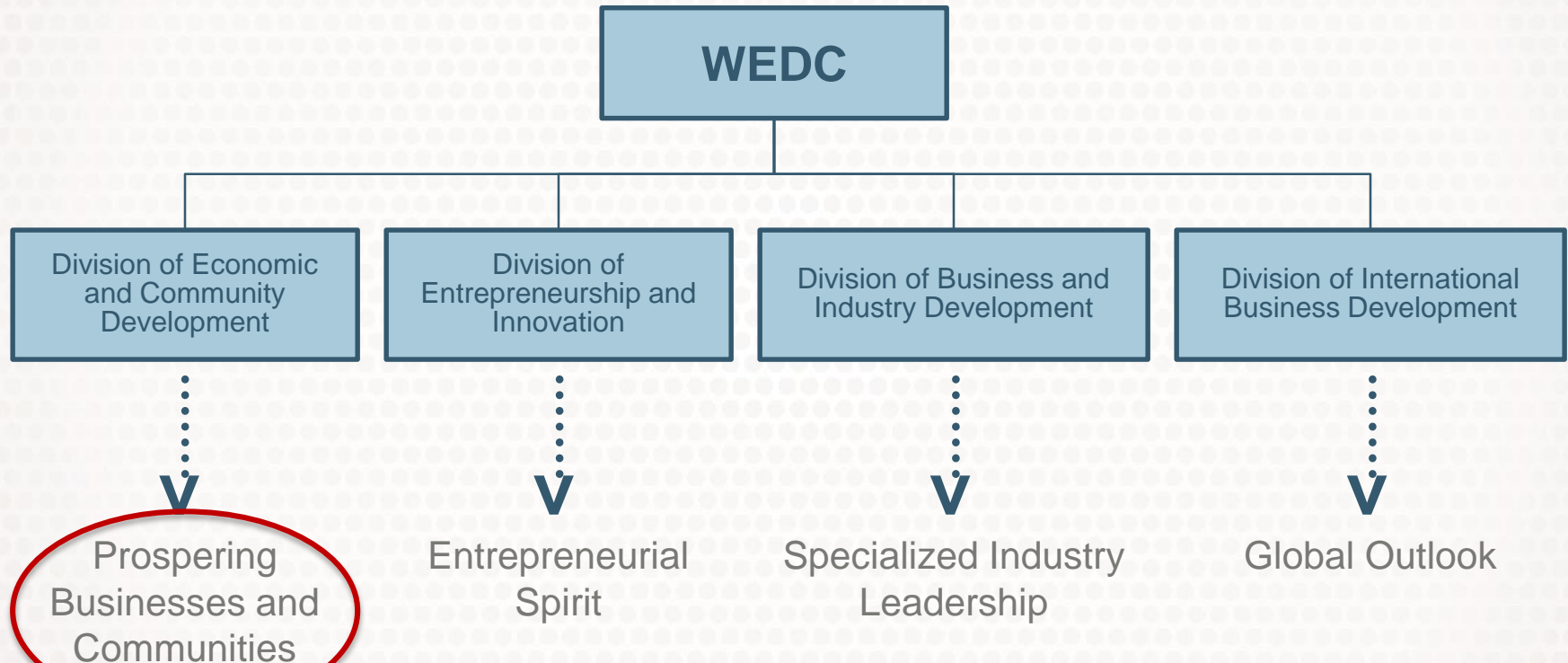


➤ Design

- Enhance appearance & function of buildings, streets and spaces.



WEDC ROLE



DOWNTOWN DEVELOPMENT



➤ Downtown Development Team

Darrin Wasniewski

- Organizational Development & Planning
- Fundraising Development
- Board Development
- Volunteer Development
- Organizational Promotion
- District Promotion

Joe Lawniczak

- Historic Preservation Training
- Design Assistance
- Historic Tax Credit Information
- Building Restoration Advice

Errin Welty

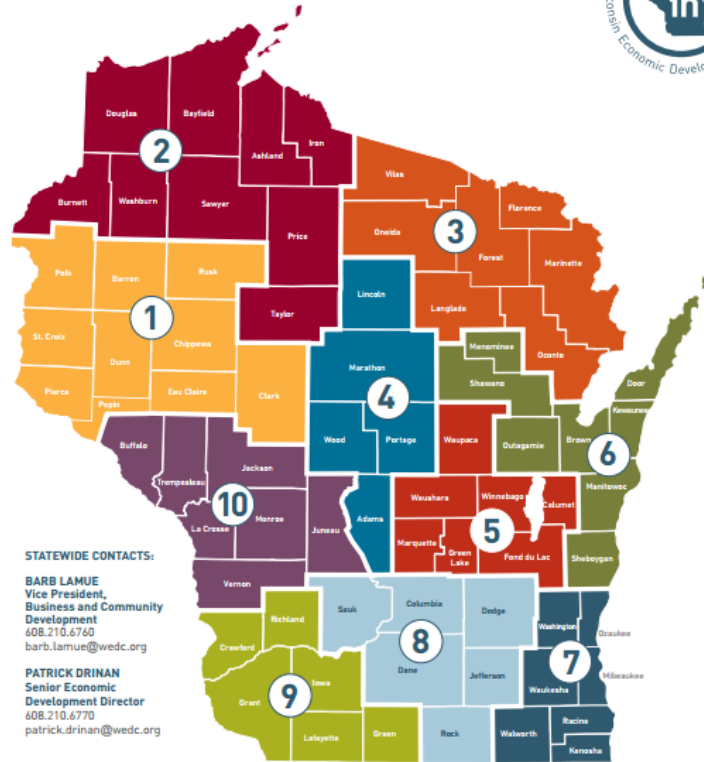
- Real Estate Development
- Business Assistance
- Demographic Information
- Market Studies
- Community Development Planning
- Community Visioning



DOWNTOWN DEVELOPMENT



REGIONAL ECONOMIC DEVELOPMENT DIRECTOR TERRITORIES



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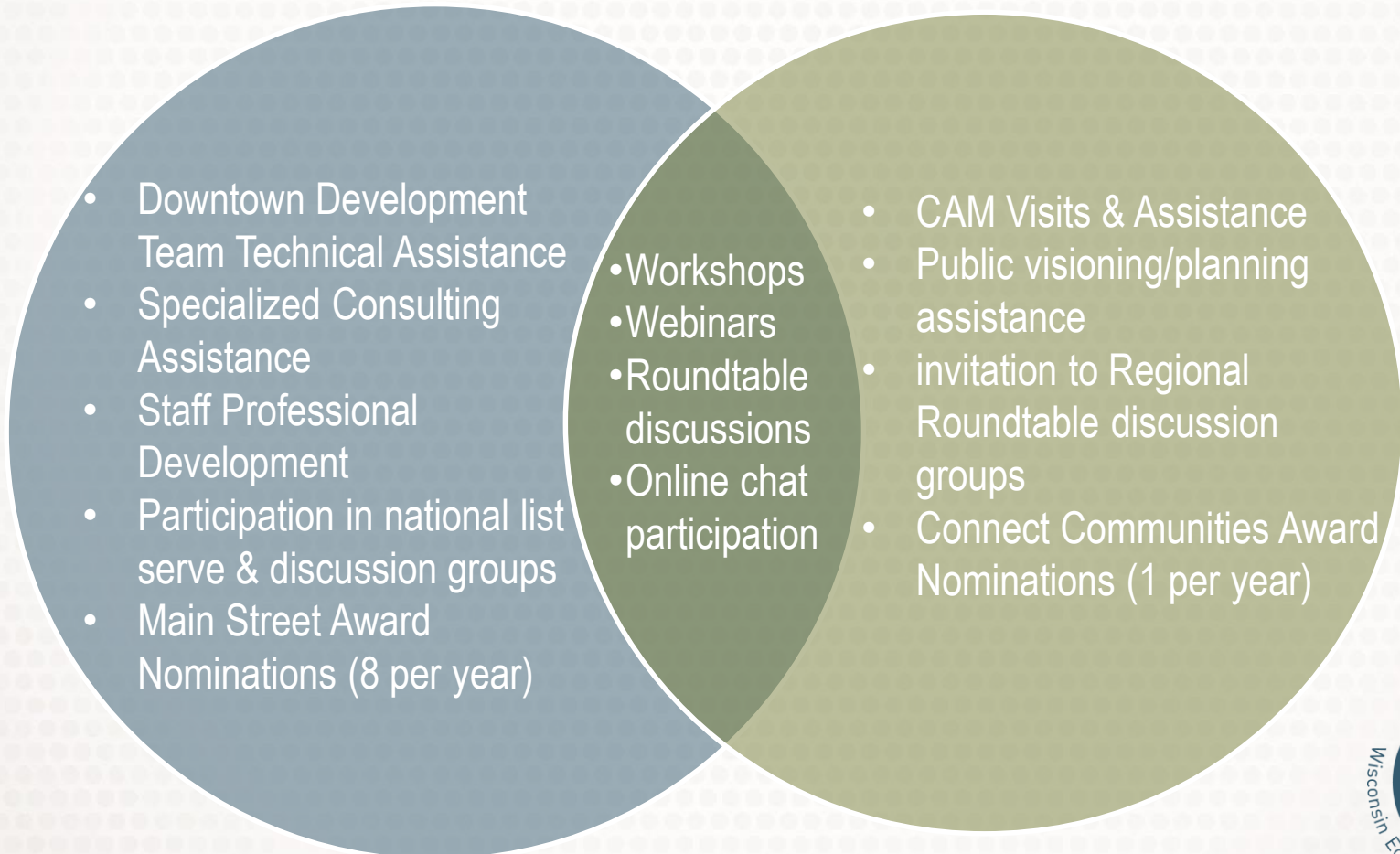


PROGRAM OVERVIEW



Main Street

Connect Communities



REQUIREMENTS & EXPECTATIONS



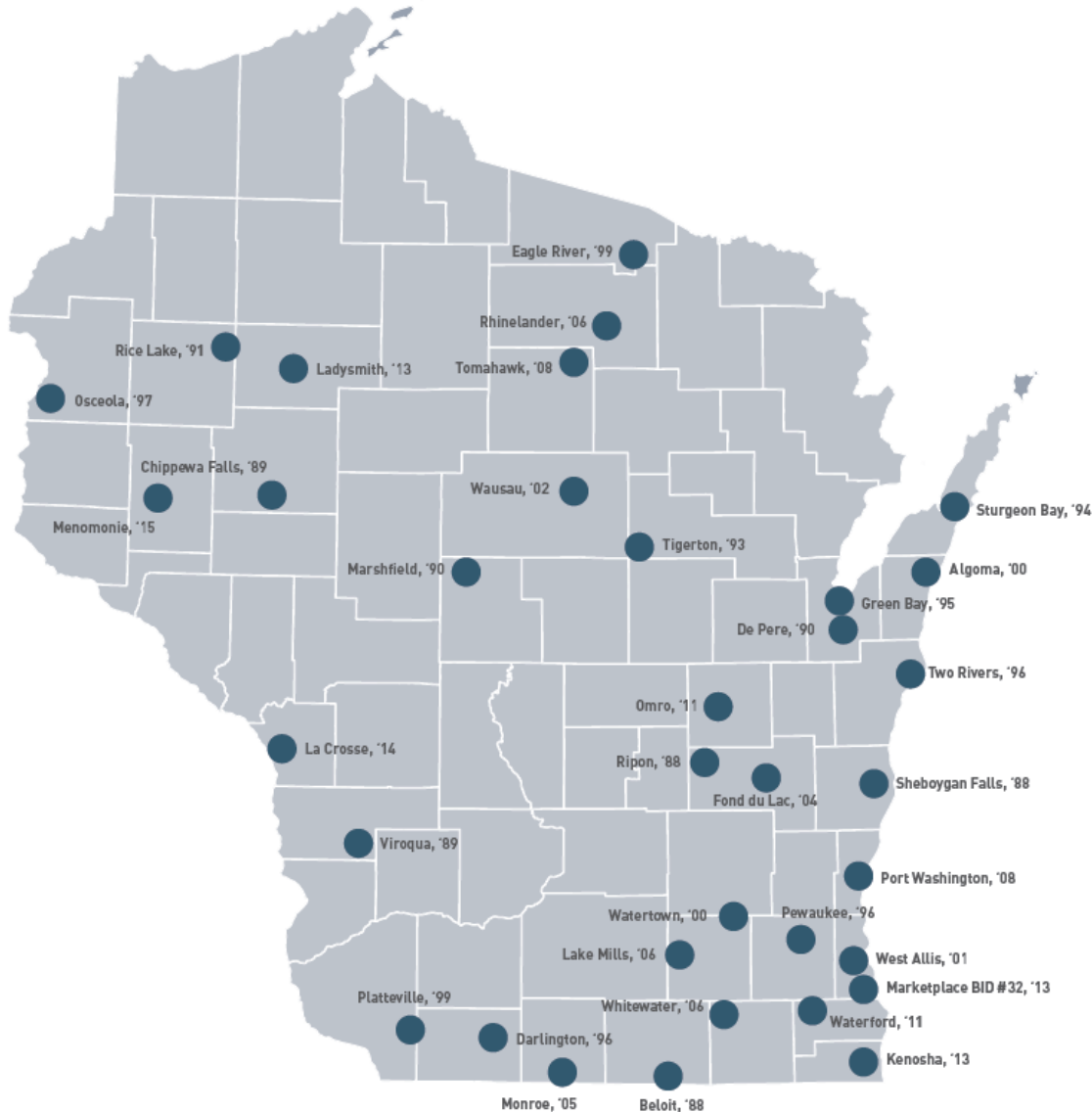
➤ What is required?

	Main Street	Connect Communities
Organization	Dedicated organization & board	Municipality, Chamber, Revitalization Organization
Involvement	Full Time Director, Board, Volunteers (Part-time <5,000 population)	5 Identified Stakeholders, Volunteers
Participation	Attend a minimum of 3 Downtown Development Workshops or Conferences	Participate in a minimum of 2 Downtown Development activities (includes webinars)
Reporting	Complete monthly reports on jobs, investment, events and volunteer engagement	Complete annual report on jobs, investment, business activity and initiatives
Financial Commitment	Minimum budget of \$70,000 (\$40,000 < 5,000 population)	\$200 annual fee
Orientation Period	Initial 3-Year Financial Commitment Required, Annual Contract	Annual Contract Renewal

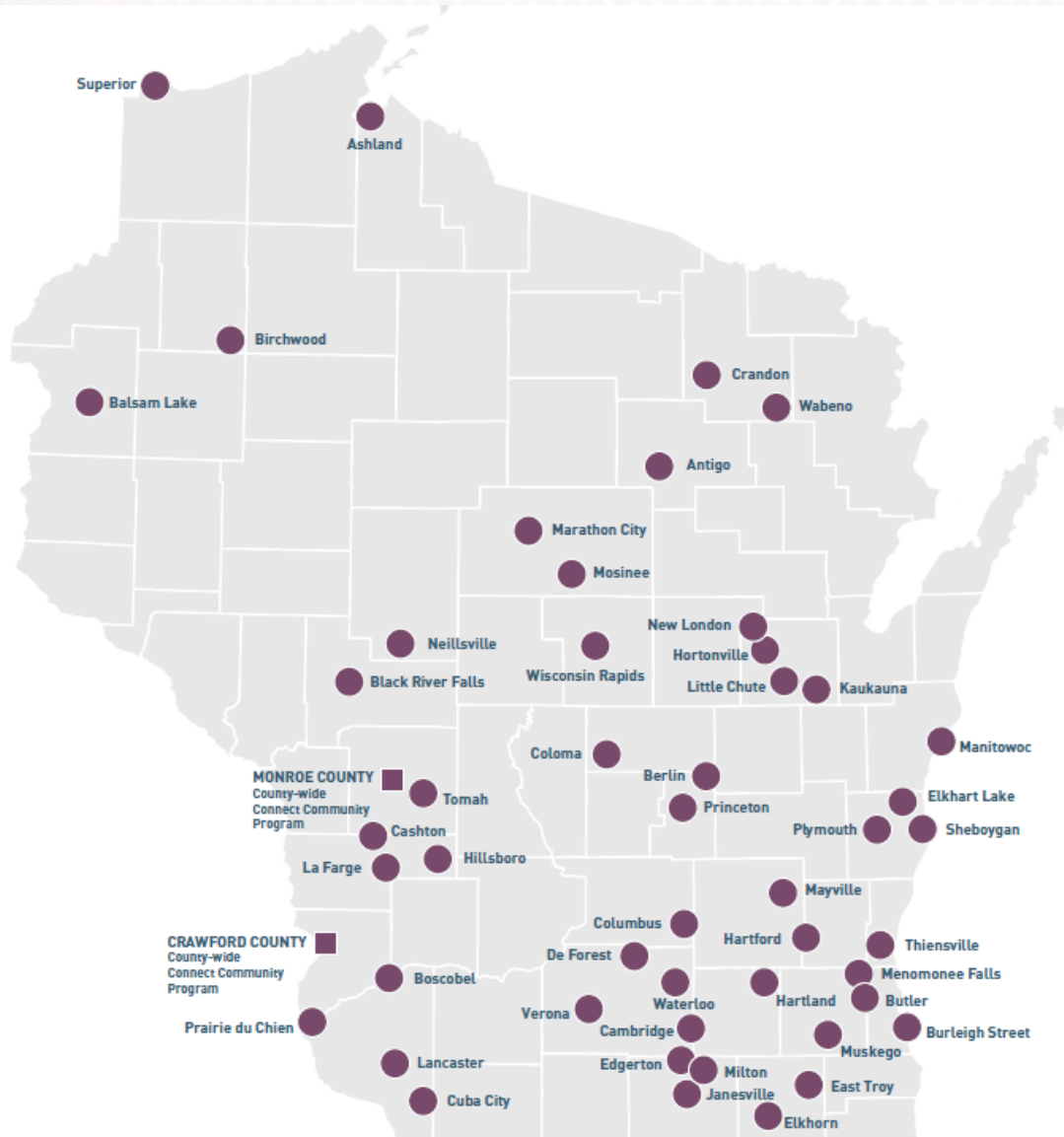
CURRENT PARTICIPANTS



Main Street



CURRENT PARTICIPANTS



Connect
Communities



TESTIMONIALS



➤ What current participants have to say:

Connect Communities:

“The added staff support from WEDC was critical in initiating projects, keeping programs on track and in assisting business development.”

~City of Kaukauna

“Connect communities lets our small community compete on a more equal level with larger areas by providing information and resources to help us grow and evolve.”

~Mary Neubauer, Princeton

Main Street:

“Main Street helped us learn to help ourselves. By providing a structure and framework for activity, we have been able to generate the local support and engagement necessary to grow our downtown.”

~Suzi Osterday, Darlington

“The resources and tools available through the Main Street program provide our organization with additional respect and recognition, and also allow us to more effectively serve our businesses and stakeholders.”

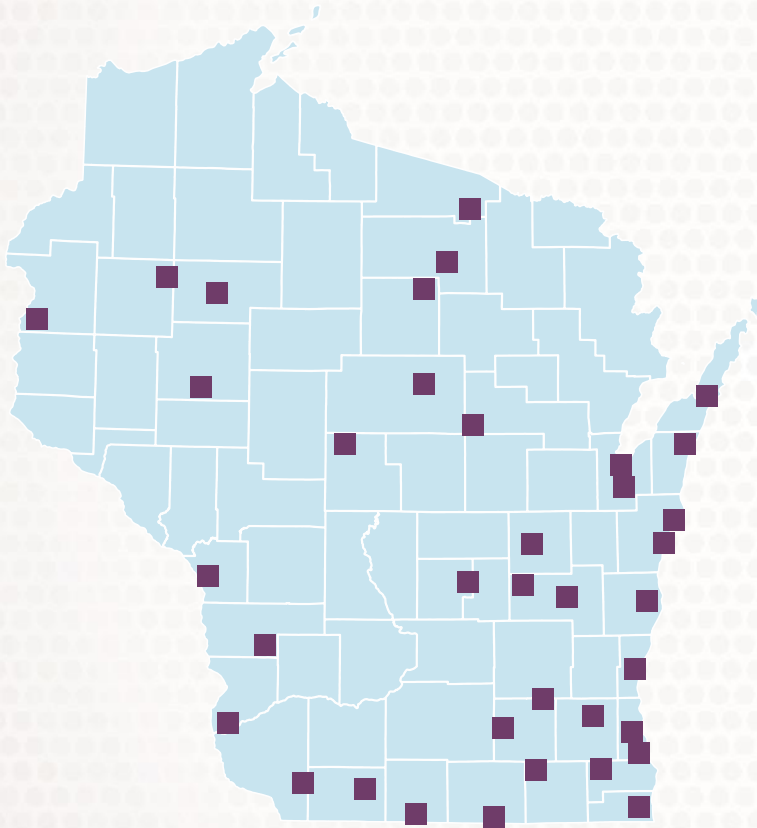
~Village of Osceola



MAIN STREET COMMUNITIES



CUMULATIVE INVESTMENT 1988-2015



12,168

NET JOBS CREATED

2,306

NET BUSINESSES OPENED

\$1.2B

PRIVATE INVESTMENT

\$329.2M

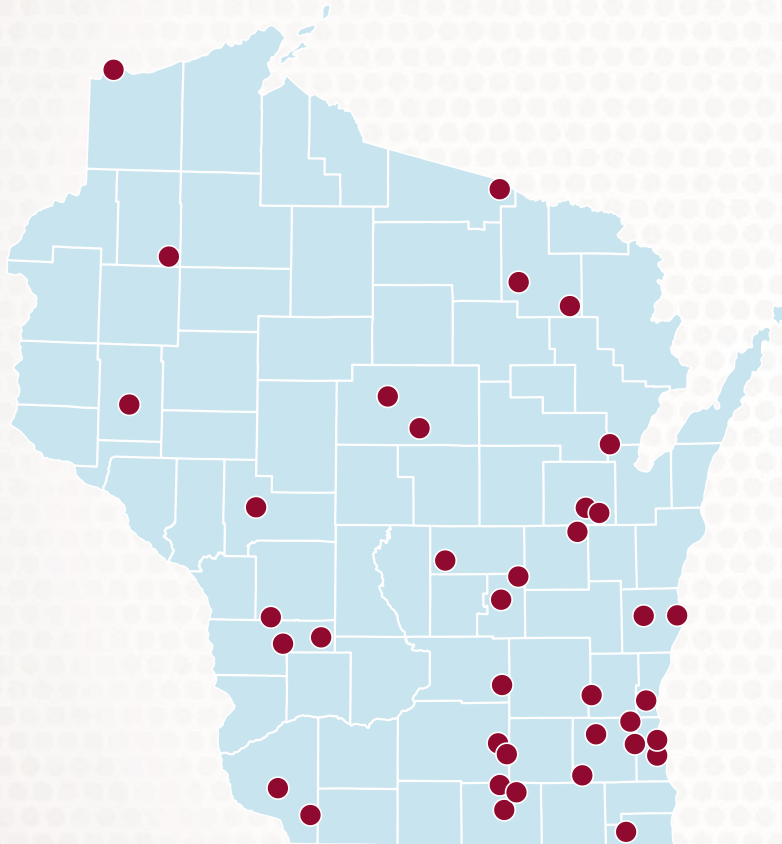
PUBLIC INVESTMENT



CONNECT COMMUNITIES IMPACT



INVESTMENT 2013-2015 (31 COMMUNITIES REPORTING)



565

NET JOBS CREATED

234

NET BUSINESSES OPENED

\$133_M

PUBLIC INVESTMENT

\$31.9_M

PRIVATE INVESTMENT

